TELEVISION-RADIO WRITERS' ANNUAL AWARD

Nomination for Writing Achievement

to

IRV DRASNIN

whose

"Health in America: The Promise and the Practice"

(CBS Reports) - CBS

Has been nominated as the Outstanding Script of 1970 in the category of:

Best Documentary - Current Events

RADIO TELEVISION SCREEN

W G A

Writers Guild of America, East, Inc.

Affiliated with Writers Guild of America, West, Inc.

Member of International Writers Guild

1212 Avenue of the Americas, New York, N. Y. 10036 / PLaza 7-3317

March 5, 1971

Mr. Irving E. Drasnin
c/o CBS News
524 West 57th Street
New York, N. Y. 10019

Dear Mr. Drasnin:

Please accept my personal congratulations on your becoming a finalist in the Writers Guild Awards for 1970.

The Awards provides us with an opportunity to honor some of our members - and this, I think, gives them a special virtue.

Thank you for sending in your work to the judges. Each script submitted makes a solid contribution for the success of the Awards.

Winners of the awards will be announced at the Annual Writers Guild Script Awards at The Players, 16 Gramercy Park, New York, on Thursday, March 18th from 5:00 to 7:00 p.m.

We hope you will be present. If by any unfortunate chance you will not be able to attend, we would appreciate your designating a proxy who will be present to accept your award should you be the winner in your category.

Sincerely,

Gordon Thomas

Gordon Thomas, President
WGA, East

Officers: GORDON THOMAS, President

DAVID DAVIDSON, First Vice-President
ARTHUR HOLCH, Second Vice-President
GEORGE SALERNO, Secretary
S.G. (RUDY) RUDERMAN, Treasurer

EVELYN F. BURKEY, Executive Director
BUTLER, JABLOW & GELLER, Counsel

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March 29, 1971

Mr. Irv Drasnin
232 East 62nd Street
New York, N.Y. 10021

Dear Mr. Drasnin:

Enclosed herewith is your certification of nomination for writing achievement in the Television-Radio Writers' Annual Award for 1970.

With best regards,

Sincerely yours,

Paul A. Erbach

Paul A. Erbach
Asst. Executive Director

PAE/bpac
Enc.

Officers: GORDON THOMAS, President

DAVID DAVIDSON, First Vice-President
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Some DuP-Columbia Accolades

Publication of the DuPont-Columbia Survey of Broadcast Journalism (see separate stories) follows up on disclosure of this year's winners of the DuPont-Columbia awards (VARIETY, Nov. 25). The survey itself, drawing in part on reports from DuPont stringers around the country, has words of commendation for individuals and stations not named in the awards themselves. Herewith, some of the Columbia kudos:

—CBS News president Richard Salant is lauded for his "consistent courage" in the face of Government pressure, and his "particularly eloquent" response to Vice President Agnew's charges.

—On CBS' "60 Minutes," Mike Wallace did "a superior investigative job" in his report on Pentagon cost overruns; a series of interviews including those with former Army Private Paul Meadlo and Captain Ernest Medina "made it an impressive year for Wallace."

—On NBC's "First Tuesday," Tom Pettit delivered "outstanding reports on the nuclear establishment and the plight of the American Indian."

—The Apollo 13 near-disaster in April was spotted early by "ABC's alert Jules Bergman."

—NBC's Robert Goralski's coverage of the alleged murder of a Vietnamese double or triple agent by the Green Berets served as "an example of reportorial persistence too rarely seen on television." NBC's Paul Friedman "broke open the cyclamate story . . . His scoop was the big consumer story of the year."

"In the field of investigative reporting, local stations had some outstanding scoops to their credit." Ed Roeder, a student and parttime staffer for WJXT-TV Jacksonville, dug out Judge Harold Carswell's 1948 "white supremacy" speech, starting a chain of events that cost Carswell his appointment.

While "network shows devoted exclusively to the black predicament were fewer this year," CBS' "The Battle of East St. Louis" is lauded as "remarkable." Stations producing "documentaries of top quality" on the race question included WHYN-TV Springfield, WFBM-TV Indianapolis, WFIL-TV Philadelphia and WIIC-TV Pittsburgh.

Also cited for outstanding efforts are the following:

—Bill Kurtis of WBBM-TV Chicago, for his coverage of the conspiracy trials in that city.

—Edwin Diamond, for his commentaries on journalism on WTOP-TV Washington.

—The Urban America Unit of Group W (Westinghouse Broadcasting), for "Give Earth a Chance" and "Oakland: A Tale of Two Cities."

—NBC, for "In Which We Live" (a series aborted after its ninth appearance).

—Metromedia and Cox Broadcasting, for their respective group enterprises on pollution, "1985" and "The Rotten Smell of Success."

—CBS, for the "excellent" "Health in America" series.

Among the individual stations singled out in the report for programs or series of particular distinction are WMAQ-TV Chicago, WTOP-TV Washington, KDKA-TV Pittsburgh, KTAR-TV Phoenix, WHEC-TV Rochester, KQED-TV San Francisco, WTTW-TV Chicago, WMAR-TV Baltimore and WDIO-TV Duluth.

DuPont Awards & B'cast Year

Continued from page 27

not indicate a significant growth in hard features. Good as many of the programs were, the viewer was left with the uneasy feeling that management might be using them as an excuse for not pursuing at full documentary length subjects that cried for such thorough coverage . . . As the year ended, there were indications of a further decline in the number of public affairs specials."

Turning its attention to "Eyewitness News," report observes that "in cities where all three networks had affiliates, it was the ABC outlet that most frequently played up the sensational and popular aspects" of its news operation. "In markets where ABC owned and operated stations, its outlets underlined the lightheartedness of their approach with the theme song 'Let the Sun Shine In' and a particularly offensive ad that compared the competition to 'Chicken Little,' the scatterbrained alarmist barnyard fowl familiar to every nursery schooler."

The Survey observes that in New York, WABC-TV's reporters "joked with and needled each other, frequently at the expense of the news." This "freewheeling technique" won the station second place in the highly competitive 6 p.m. period.

With the "Eyewitness News" concept in use by at least 50 stations across the country and the trend to "happy news" increasing, the Survey draws an ominous parallel:

"Observers with long memories may recall the closing days of 'the golden age' of tv entertainment. The end of that era was heralded by a chillingly similar call for 'stories about happy people with happy problems.' In those days ABC, a slow third in the ratings, introduced its pot-boiling action-adventure - detective - westerns. If this noisy infusion did not win the network first place, it helped to make it impossible for anything but mediocre programs to thrive elsewhere. It is chilling to reflect, now that news has been proven profitable, that it also could fall victim to Gresham's Law."

Aside from the profitable evening newscasts, "both networks and local stations continued to assign second-class status to their public affairs programming. Beyond the Sunday afternoon 'ghettos' there were the other dead spots in the schedules where they tended to drop programs of great import, but of uncertain appeal to the public." Report observes, "The continued 'poor-mouthing' of the networks where news and public affairs broadcasting is concerned is even more puzzling in view of the 1969 profit figures given by the FCC."

Noting that "the year was rich in shows on geography and the sea, if not in controversy," and that "nostalgia was also high on the list," the DuPont jurors ask: "Why, with essential programming fighting for air time, was the schedule left wide open to projects which—although superficially innocuous—could be justly described in the useful parlance of pornography as 'totally without redeeming social value'?"

They also ask, "Why did the networks with their enoumous wealth and skill so frequently let a less affluent associate (public television) outstrip them? Why, when they did something admirable, did they so often give it low visibility, limit its circulation, or place it in direct competition with the principal ornament of a rival's schedule? Why on at least two occasions had they abandoned in mid-career series that bore great promise?" (The reference is to NBC's "In Which We Live" and ABC's "Now").

"Why did so many stations with towering incomes plow so little of them back into activities that would serve the public—a public to whom they were indebted not only for their profits, but for the airwaves they used to gain them? Why, finally, whenever broadcasting sustained heavy criticism or saw a possible decline in revenues, was its first response to threaten to lobotomize itself—to cut off what it did best and what was most vital to American society?"

Form CATV Sales Co.

CableRep Inc. has been formed as a pioneer national sales rep for CATV systems. Principals in the new firm are C. Richard Bergh, prez, and James V. McConnell, exec veepee. Bergh is a former general manager of NBC-TV Spot Sales. McConnell was one of the founders of Venard, Torbet & McConnell and later exec veepee of the Adam Young reppery after the two companies merged.

CableRep is headquartered in New York.

Mutual Asks U.S. Atty. Gen. To Mull ABC Quad Setup

Washington, Dec. 8.

Top officials of the Mutual radio network and its parent company met recently with Attorney General John Mitchell to discuss the growth of the ABC Radio multinetworks and its effect on Mutual. The Mutual representatives included web prexy Victor C. Diehm and John P. Fraim, prez and chairman of the parent Mutual Broadcasting Corp. Mutual has been the network most affected, in terms of loss of affiliates, by the expansion of the ABC Radio quadnets.

In October 1968, Mutual petitioned the FCC to order ABC to discontinue operation of its four radio networks on grounds of monopolistic practices in the acquisition of affiliates, among other allegations. This petition was denied by the FCC, although it placed limitations on the number of affiliates ABC could have in smaller markets and stated, "We. . .intend to make a complete review of all the competitive and other public interest aspects of multi-network operations at the time when ABC's first network obtains 75 to 80% national coverage," a figure that probably has been reached by now. However, the FCC at no time showed strong sympathy for Mutual's position, so the network has now turned to the Justice Dept. in the hope of securing relief from ABC's inroads.

The Attorney General reportedly was sympathetic to the Mutual presentation, which contended that the four-network concept gave ABC an unfair competitive advantage, and that part of ABC's growth was due to its ability to lure affiliates with large compensation payments.

Whether the Justice Dept. plans any antitrust action against ABC Radio is not known. A JD spokesman would neither confirm nor deny whether an investigation is underway in this area, and said it is the "general practice" of the department not to comment on whether or not an investigation is in progress.

Martin Connelly Petry TV Prez

Martin F. Connelly, formerly veepee of Metromedia TV and veepee and director in charge of Metro TV Sales, has been named president of Edward Petry & Co.

Connelly's appointment was disclosed after a special stockholders meeting Monday (7) by Martin L. Nierman, former prez who now moves up to chairman of the board. Nierman was instrumental in organizing the employees' group which in 1963 bought the pioneer reppery from its founder, the late Edward Petry.

Petry has spun off its radio division to an employee group (see separate story) and will now be concentrated solely on national tv spot sales.

'Powder Keg' As Pilot

Hollywood, Dec. 8.

Rod Taylor will star in "Powder Keg," an hour Filmways-TV pilot to be made for CBS-TV for next season.

Doug Heyes is producer-writer of the pilot which also toplines Dennis Cole. Vehicle is an oater set in the 1915 period.

Freiberg's Syndie Distrib Co. Making Plunge Into Production To Fill Wide Gap Cued By Lopoff In Primetime

By BOB KNIGHT

The forthcoming network primetime trim is making the tv station-syndicator relationship "even more of a buyer's market" than it was before. That's the view of Hardie Freiberg, chairman of Creative Cine-Tel, but his syndie product distribution firm is going into production because "the time is ripe for it."

CCT, a publicly-owned company, has previously restricted itself to sales representation for Triangle Productions, Hughes Sports Network, British films and sundry syndication packages. But a number of factors are nudging Freiberg into the production side. For one, the tv giants have gone into syndication, which has pretty well dried up the film and off-network rerun packages deals for an independent. Secondly, barter deals are proliferating, as they always seem to do when the economy is soft, and many industrial biggies are dabbling in the barter field, with hard sell rather than image-making their primary goal.

With syndicatable product becoming scarce, it has become both feasible and necessary to "tailor-make the product yourself," Freiberg said. As far as CCT is concerned, the feasibility aspects are that there are now proven creative people available, there are properties in Great Britain and elsewhere which could be adapted for the American market, the international market now offers a better chance to project the amortization of product cost, and CCT has some available capital to fuse these ingredients into tangible product.

CCT has already gotten its feet wet with an Emmett Kelly kid show called "Kelly's Kids" which Triangle turned out, and a 26-episode "Wonderful World of Skiing" with John Jay starred, which has had some regional sales appeal. But with the realization that the first volunary manifestations of the FCC primetime cut are only six weeks away, thanks to ABC-TV's return of three hours of primetime to its affils, CCT is thinking in terms of product to fill the 7:30 or 10:30 slots which will open up in January.

"As of now, nobody knows exactly what they're going to do at the station level," Freiberg said, "and eventually, the syndication distributor will make up the station manager's mind by selling him a usable product. If that happens before January, nobody can foretell. The stations may straddle the fence for a while with product they have on their shelves, they may jockey around with their news placements—and wait till next spring when clarification of 1971-72 schedules is more apparent, before firming up their programming plans for the time when all three networks must comply with the FCC ruling. But no matter how the decision-making evolves, the present nework affiliates will need 7:30 or 10:30 product within the next year—and we're looking ahead for that kind of syndication fare."

For early evening he is investigating the idea of reactivating "Sgt. Preston of the Yukon," for which CCT and the Wrather Corp. share the tv rights, and which Quaker Oats has shown an interest in sponsoring, he said. Freiberg said he is close to an alliance with a British production org, on a joint financing and production arrangement, with shows shot in England to take advantage of the quota playoff possibilities, thus making American sales the prime but not only source of income from the subject property. This European product he envisions as 10:30 action fodder.

The decision to go ahead is not away off in the future somewhere; Freiberg expects to be in gear by the end of December. As a calculated guess, he reasons that syndicators who have been selling their shows to independents have usually been doing so on a 52-week basis, so those deals will be binding on the game shows and reruns now on indie skeds. The market will be the affils, and many NBC and CBS stations have grown a little rusty on syndication buys during the years they have been wedded pretty tightly to their network ties. As a result, he thinks most affils have not made up their minds yet and won't for as long as they can put it off, buttressed by the widespread affil feeling that the FCC ruling will somehow be changed before September 1971 rolls around.

Petry Radio Arm Sold To Employes

Edward Petry & Co. has sold its radio division to a group of its key execs headed by former veepee-general sales manager for radio, Robert V. Coppinger, who'll be prez of the separate company, to be known as Petry Radio Sales Inc.

New firm's execs roster—all named vicepresidents—will include Robert M. Darcy, secretary-treasurer; William H. Steese, director of sales service; Thomas F. Burchill, eastern regional sales manager; George P. Ponte, midwestern regional sales manager, and Lloyd W. McGovern, western regional sales manager—all radio division moveovers.

The sale of the division to employees follows in the tradition of the company founder, the late Ed Petry, who sold his reppery to a key group of his execs when he retired in 1963.

MERV PINCHHITS FOR AILING BOB HOPE ON BOW OF BALL AWARDS

Merv Griffin and a full CBS-TV crew from his show, rounded up on short notice when scheduled Bob Hope had to beg off due to a recurrence of his eye ailment, taped the first Major League Baseball Awards dinner at the Beverly Hilton Hotel in Los Angeles Thursday (3) and will air the event as a 90-minute special in Griffin's regular timeslot tonight (Wed.).

With Griffin emceeing, awards were presented to Willie Mays, Bob Gibson, Brooks Robinson, Johnny Bench and Danny Murtaugh. Hope's original emcee chore, arranged by Baseball Commissioner Bowie Kuhn, was to have been taped by NBC for usage next spring as a baseball season booster—via inclusion on a Hope special. Griffin's quick-call subbing saved the night, but blew the start-of-season tie-in which Kuhn had been angling for for quite some time.

BBC KICKS OFF DISNEY DEAL WITH 'COLOR' PKG.

London, Dec. 8.

Walt Disney Productions has peddled 13 segments of its "Wonderful World of Color" network series to Britain's BBC-TV, preeming in January.

It's the first major deal between Disney and BBC, and as part of it the web picks up the first-ever package of vaultie animation shorts for U.K. video. Included are the Donald Duck and Mickey Mouse vintage cartoons.

Hope's 20th Xmas Trek

Bob Hope's 20th annual Christmastime trek to entertain American servicemen will begin Dec. 14 in Los Angeles. The 15-day, 30,000-mile trip to England, West Germany, the Mediterranean, Thailand, Vietnam, Korea and Alaska will be telecast by NBC-TV on Jan. 14 as the 1970 "Bob Hope Christmas Special," traditionally his top-rated tv show.

Cast members this year are dancer Lola Falana, singers Bobbi Martin and Gloria Loring, Dean Martin's Golddiggers, Miss World of 1971, Cincinnati Reds' catcher Johnny Bench and Les Brown's band.

NOMINEES

ANTHOLOGY (including adaptations)

JOHN T. DUGAN, "Confrontation," Insight

JERROLD FREEDMAN, teleplay, RICHARD LEVINSON and WILLIAM LINK, story, "God Bless The Children," World Premiere

TRACY KEENAN WYNN and MARVIN SCHWARTZ, "Tribes," ABC Movie of the Week

DRAMATIC-EPISODIC

DAVID RINTELS, "A Continual Roar of Musketry," The Bold Ones - The Senator

JOHN W. BLOCH, "The Glass Prison," The Young Lawyers

CLIFF GOULD, "Infinity," Bracken's World

JOSEPH BONADUCE, "Meanwhile Back At The Studio," Bracken's World

MEL GOLDBERG and SASHA GILIEN, "Trouble In Mind," Hawaii Five-O

COMEDY-EPISODIC

ARNE SULTAN and EARL BARRET, "Check the Check," The Governor and J. J.

LILA GARRETT and BERNIE KAHN, "The Fourth Estate," My World and Welcome To It

STEVE PRITZKER, "Funny Money," Room 222

RICHARD DE ROY, "The Valediction," Room 222

COMEDY-NONEPISODIC (VARIETY)

HERBERT BAKER, HAL GOODMAN and LARRY KLEIN, BOB WEISKOPF and BOB SCHILLER, WINSTON MOSS, FLIP WILSON, "The Flip Wilson Show" (with David Frost)

HERBERT BAKER, HAL GOODMAN and LARRY KLEIN, BOB WEISKOPF and BOB SCHILLER, NORMAN STEINBERG, FLIP WILSON, "The Flip Wilson Show" (with Lena Horne and Tony Randall)

GARY BELKIN, PETER BELLWOOD, THOMAS MEEHAN, HERB SARGENT, JUDITH VIORST, "Annie, The Women In The Life Of A Man," Monsanto Night Special

DOCUMENTARY (CURRENT EVENTS)

HOPE RYDEN, "Missing In Randolph," ABC's Now

IRV DRASNIN, "Health In America: The Promise and the Practice," CBS Reports

MARILYN NISSENSON and MARTIN CARR, "Migrant: An NBC White Paper," NBC White Paper

MARC SIEGEL, "The Changing Face of London's East End," Directions

CRAIG B. FISHER, "Survival on the Prairie," NBC-TV News in cooperation with The National Academy of Sciences

DOCUMENTARY (other than Current Events)

PHILIP REISMAN, JR., "The Shining Mountains," Project 20

RICHARD HANSER, "The West of Charles Russell," Project 20

PERRY WOLFF, "A Day In The Life Of The United States," CBS News Special

MARIANNA NORRIS, "Gertrude Stein: A Biography," N.E.T.

IRWIN ROSTEN, "Kifaru -- The Black Rhinoceros," MGM Documentary

WARREN V. BUSH, "The Night of the Squid," The Undersea World of Jacques Cousteau

RADIO

EDWARD HANNA, "The American Indian: Strangers In Their Own Land," NBC Second Sunday

FITZGERALD C. SMITH, "Inflation: The Economic Plague," NBC Second Sunday

JOSEPH A. MEHAN, "The Danger Within: A Study In Disunity," NBC Monitor

MICHAEL HIRSH, "Guerilla Warfare In Cairo, Illinois: There Are 3 Sides To Every Story," WBBM-FM

KENNETH BELL, JR., "Women's Liberation: Mystique Or Mistake?", NBC Second Sunday

MILTON P. KAHN, "Alec In Wonderland" (a Brotherhood Week Special Broadcast on American Forces Radio and Television)

FOR THE 1970-71 SCREEN AWARDS

BEST WRITTEN AMERICAN COMEDY WRITTEN DIRECTLY FOR THE SCREEN

JAMES LEE BARRETT for THE CHEYENNE SOCIAL CLUB

NEIL SIMON for THE OUT-OF-TOWNERS

BILLY WILDER AND I.A.L. DIAMOND for THE PRIVATE LIFE OF SHERLOCK HOLMES

GABRIEL WALSH for QUACKSER FORTUNE

FRED FREEMAN AND LAWRENCE J. COHEN for START THE REVOLUTION WITHOUT ME

BEST WRITTEN AMERICAN COMEDY ADAPTED FROM ANOTHER MEDIUM

RENEE TAYLOR, JOSEPH BOLOGNA AND DAVID ZELAG GOODMAN for LOVERS AND OTHER STRANGERS, based on the play by Joseph Bologna and Renee Taylor

RING LARDNER, JR. for M*A*S*H, based on the novel by Richard Hooker

BUCK HENRY for THE OWL AND THE PUSSYCAT, based on the play by Bill Manhoff

MEL BROOKS for THE TWELVE CHAIRS, based on the novel by Ilf and Petrov

ROBERT KLANE for WHERE'S POPPA, based on his novel

BEST WRITTEN AMERICAN DRAMA WRITTEN DIRECTLY FOR THE SCREEN

ADRIEN JOYCE for FIVE EASY PIECES, screenplay by Adrien Joyce, story by Bob Rafelson and Adrien Joyce

ERICH SEGAL for LOVE STORY

FRANCIS FORD COPPOLA AND EDMUND H. NORTH (screen story and screenplay) for PATTON

BEST WRITTEN AMERICAN DRAMA ADAPTED FROM ANOTHER MEDIUM

GEORGE SEATON for AIRPORT, based on the novel by Arthur Hailey

BUCK HENRY for CATCH-22, based on the novel by Joseph Heller

HOWARD SACKLER for THE GREAT WHITE HOPE, based on his play

ROBERT ANDERSON for I NEVER SANG FOR MY FATHER, based on his play

CALDER WILLINGHAM for LITTLE BIG MAN, based on the novel by Thomas Berger